R.J. Reynolds
Tobacco Company

L. T. Wolfe #1240
Account Manager
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Raritan Center
Edison, NJ 08837
908-225-4774 Fax 908-417-9076

December 14, 1995

To: Larry Schreiber

Re: Peter Dennis - WAM Commitment

Dear Larry:

I Contacted John Zarbatany, Pres. of Peter P. Dennis to determine level of continued commitment to WAM and Signature in the wake of cancellation of .10 accrual. Following are the results:

>Peter Dennis will continue to aggressively introduce and promote "Signature".

>Will continue to work our monthly WAM promotions / displays.

>Votes "Yes" on our proposal to increase the Signature marketing accrual from .60 to .67 per carton.

John understands the reason for our decision and will continue to be our "Partner".

Sincerely,

Lanny

Lanny Wolfe

cc: D. L. Wilmesher
M. A. Young

51850 6803

Source: https://www.industrydocuments.ucsf.edu/docs/kfby0000